Abstract

Nowadays, men have been dominant in food product TV commercial. One of TV commercials that represent masculinity is *Indomie Kuah TV commercial Nicholas Saputra* edition. This study aims to find the representation of masculinity in the TV commercial. Usually food TV commercials portray women to promote the product, but this TV commercial presents a man as the main model by cooking the product. This opposites the traditional gender role concept that men should be masculine, not doing feminine thing. The writer gained the data by downloading the TV commercial in Youtube official account of Indomie. The sample of the study was 10 scenes taken from the TV commercial. This study used qualitative method and critical approach using Goffman’s patterns of gender portrayal in advertisements. The main theory of the study is New Man by Tim Edwards and Hegemonic Masculinity by Connell. The writer interpreted the data using the *images of men in Indonesian TV advertising* concept. The finding showed that there are some changes in the pattern of gender portrayal in the TV commercial. However, masculinity in this TV commercial represented as new man figure. Therefore, the main male model can become more dominant and superior through being nurturing and narcissist over women. In conclusion, the domination of masculinity in this TV commercial still exist and supported by New Man characteristics appeared by the main model.

*Keywords: representation, masculinity, New Man, Indomie Kuah, TV commercial*